

# Its "Greater Cohen's" Now In Stock as Well as Store.

Every spot in the new store is alive with the advantages that greater buying gives.

## There is a Price Help at Every Step.

The main floor as well as the other floors of the big "White Store" will be ready for Monday's business. No more crowding, as in the past, when you consider that we now have

## Nearly 100,000 Feet of Floor Space.

MONDAY'S SOUVENIR PRICES will give you a pleasant reminder of the new store. Read carefully every item here, for there are many specials for this sale.

## Cohen's New Silk Prices.

The silk store will more than realize your greatest expectations if you are silk hungry. Several new lots have come in for the new store—all the latest novelties are here.

50s for \$1 Moltre Velour Silks—Looks like a fine made, old-fashion poplin, with more watered face, all new colorings.  
Neat Fancy Silks, 30c for 50c qualities—A large variety of designs for waists and suits.  
Warp Printed Taffetas, 40c for \$1 qualities—In styles and colors suitable for street and evening wear.  
19-inch Black Taffeta, 45c for 65c quality—Fine bright finish, excellent weaver.  
23-inch Black Taffeta, 65c for 85c quality—Has a superior lustre and rustling or chiffon finish.

Black Louline, 30c for 50c quality—A very durable silk.  
Liberty Messaline, 75c for \$1 quality—Light and dark colors, soft and clingy; guaranteed pure silk.  
Black Taffeta, 36 inches wide, 90c for \$1.19 quality—From the best makers; guaranteed to give satisfaction in the wearing.  
Black Taffeta, 38 inches wide, \$1.19 for \$1.50 quality—A good, strong silk, used for both skirts and dresses.  
Colored Taffeta Silk, 60c for 75c quality—Variety of street and evening shades.

## Scotch Linens Much Underpriced.

Here are a few sample values to give you an idea where to buy your holiday Linens:

Handsome Linen Damask from Dunfermline, Scotland—2 yards wide—a regular \$1.50 value, for \$1.10 a yard. Dinner Napkins to match, \$2.50 a dozen; 3-4 size, 83.  
Heavy Linen Damask—in a new pattern—2 yards wide and a regular \$1.25 quality, for 85c a yard.  
German Linen Damask, 2 yards wide, very reversible, 50c a yard.  
Damask—Half Linen—1 1/2 yards wide, for 25c a yard.  
Mercerized Dinner Napkins, 79c a dozen.  
Honeycomb Towels, 1 1/2 yards long, 8c each; these are very absorbent.  
Linen Huck Towels, regular 20c value, 12 1-2c each.  
Turkey Red Damask, in pretty patterns, 25c a yard.  
Linen Doylies, round, square or oval; some have whipped fringe, others hemstitched, 8c each.

## Sale of Eiderdown and Other Warmth Giving Flannels.

You can save as much as 50 per cent. on some of these most wanted goods. Buy while these prices hold.  
517 yards of Solid Color Eiderdown, the 25c grade, for 12 1-2c a yard.  
16 2-2c Fancy Woven Plaid and Checked Double Fold Suitings, 0 3-4c.  
All-wool Tricot Suitings, in all the solid colors, 23c.  
The 12 1-2c Scotch Plaid Crepe Suitings, 6 1-2c.  
Double-fold 12 1-2c Linen Finished Cannon Cloth, 8 3-4c.  
The New Broadcloth Suitings for waists, dresses, etc.; look like the \$1 woolen fabrics and will launder for 25c a yard.  
Outing Skirt Patterns, border and crochet edge, 25c.  
Raw Wool Pajama and Night Robe Outings, 8 1-2c.  
Fancy Plaid Eiderdown Flannels, 15c.  
Double-fold Kimono Flannels, 12 1-2c.  
Wool Skirt Patterns, ready for belt, 50c.  
Best 2c White Wool Flannel, 15c.  
White Wool Shaker Flannel, 25c.

## Fine Tailored Garments for Women, Misses and Children.

Only the best styles with the finest tailoring such as we are willing to prove with our garments.

For Monday we have some new lots which have just come in. We give you a suit fitted and made as by your tailor for half his price.

New Gray Suits, very long coats, silk lined throughout, a suit that you would be asked \$35 for elsewhere, here for \$25.

Suits of novelty mixtures, in garnet, brown and blue combinations, velvet collars and cuffs, silk lined coats, for \$12.50 and \$15.  
Junior Suits, loose box coat effects, in a variety of colors and materials, for \$7.50 to \$15.  
New Empire Coats, in tan or gray mixtures, velvet collars and cuffs, for \$15.  
Other New Empire Coats at \$10, in dark gray mixtures.  
Covert Cloth Coats, empire effects, with strap trimming, \$8.50.

We also have an excellent Coat at \$3.50. It is the regulation style—with emblems of fine quality Melton and all the wanted shades.  
Others at \$1.50, \$2.00 and up to \$22.50.  
Faint coats are here for \$7.00, which you are usually asked \$10 for.

Skirts of fine quality Panama, kilt plaited, \$5.98.  
Heavy Flannelette Kimonos, beautiful Japanese designs, in all colors, for \$2.50.  
Others at 95c and \$1.00.  
Wrappers at \$1 that you have always paid \$1.50 for.

Children's Coats of the handsome clipped velvet, with fur collars and cuffs, \$9.50.  
Fine Quality Kersey Coats, trimmed with piping of velvet, strap back, with buckle, in red, brown or blue, or green, \$9.98.  
There are several excellent styles at \$5, one especially attractive in the heavy Cheviot cloth, with imitation chinchilla cuffs and shawl collar. Another in the Empire, box plaited from the yoke, in various colors.  
Our \$8.98 Coat cannot be duplicated elsewhere in Richmond for less than \$5.

## \$3.50 Brilliantine Waists, \$1.98.

We call them \$3.50 values because the maker intended them to sell for that with the extra profit some stores make. We took all he had and have had to re-order, that is why \$1.98.

Dozens of Pretty Brilliantine Shirt Waists, white or black, hemstitched and hand embroidered front, with light broad stitched necks; \$5.50 value, \$1.98.  
Table full of Fine White Madras Waists, various styles, perfectly fashioned, all sizes, 95c each.  
Lingerie Waists, one of the newest French models, made of silk mud, deep, round yoke of Valenciennes lace; one of the usual \$5 values, \$3.48.  
Chiffon Taffeta Waists, all the newest shades, some hand embroidered, \$3.75.

One of the most attractive of this season's Silk Waists is a chiffon taffeta, with deep Vandyke yoke effect of Valenciennes lace, deep over cut, light blue, black or white, \$5.50.  
Allover Lace and Net Waists, silk lined, various new designs, \$3.08 to \$9.50.  
Table full of Children's Sweaters, solid colors or striped effect, each, 50c.  
Women's Blouse Sweaters, all colors, 95c.  
Stylish All Wool Sweaters, all the new shades, trimmed with white pearl buttons and silk braid, \$3.00.

## New Prices in this Men's Underwear Sale.

50 dozen Men's Extra Heavy Sanitary Fleece Shirts and Drawers, regular 75c values, go on sale Monday at 50c a garment; the same in a little cheaper quality for 30c a garment.

A case of Men's Black Half Hose, an extra quality, at four pairs for 25c.

## Women's 25c Black Hosiery, 15c a Pair.

Women's 25c Black Stockings in the medium and heavy weights, in all sizes, 15c a pair; enough to last for Monday.

Boys' Extra Heavy Ribbed Stockings, sizes 6 to 12, for 12 1-2c a pair.

## Silk Petticoats, \$3.98.

Another large lot of these wonderful values have just come in. These Taffeta Silk Skirts are regularly \$5 everywhere but at Cohen's. It is only our contract for a large quantity that enables us to sell them at this price, all colors and lengths, \$3.98 each.

## Cohen's Millinery Department.

### Winter Opening of New Styles Wednesday, November 22d.

Every one is invited to come and see these new creations of the world's best artists. The showing of Paris Hats will, as always, be a big feature.

SPECIAL FOR MONDAY.—In order to make room we will close out 300 buckram and wire hat frames, all this season's styles; also wings in all styles—red, Alice blue, mulberry, garnet and others. A big reduction on all of these most wanted hat requisites.



## Fine Dress Fabrics in a Greater Display Than Ever

We give below a few suggestions from this splendid line of woolen dress goods. Because many of them could be seen nowhere else, does not affect the price here. It's their season but these prices would not lead you to think so.

### Colored Dress Goods.

48-inch Imported Line Plaids, regular \$2 values, \$1.50.  
Imported Prunella Cloth, that sells usually for \$2.25, is \$1.50.  
54-inch Herringbone Serge is most popular fabric for long coat suits, \$1.25.  
All Wool Panama, 56 inches wide, all colors, 50c.  
Herringbone Cheviot, 54 inches wide; usually sells for \$1.50, is \$1.  
Scotch Plaids and Mixtures, 36 inches wide, 50c.  
40-inch All Wool Cashmere, in all of the wanted shades, 45c.  
Fancy Mohairs, in all of the different shades and effects, 50c.  
A full line of half wool material, in all of the shades, 25c a yard.  
Broadcloths are the most popular fabrics among plain materials; you can find a complete line of them here for \$1 that are worth \$1.50; others from \$1.50 to \$5 a yard.

### Black Goods.

44-inch All Wool Black Shrunken Serge for 60c.  
All Wool Heavy Black Venetian, Oxford and Imperial Serge, 44-inch Black Cheviot and many other materials among this lot are priced at 50c a yard.  
36-inch All Wool Black Flannel, 35c.  
All Wool Black Cashmere and Albatross, for waisting, 40c.  
56-inch Black Camels' Hair for cloaking, the usual \$2 value, for \$1.25.  
56-inch Black Waterproof Huddersfield, for suiting, special value for \$1.45.  
Heavy Black Cheviot Mohair, 44 inches wide; the \$1.35 value, for 98c.  
54-inch All Wool Black Imperial Serge, the regular \$1.35 quality, now \$1.  
We make Skirts—that is, we make them on true art lines, and the tailoring is the best. Any style you desire.

## A New Fur Department

In all that makes it attractive to you. You pay no more in proportion to expensive Furs than for the least priced ones. Come in and see Furs where they are called by their right names, and you know what you get.

Russian Hare Double Boas, sable color, 72 inches long, \$5.50.  
Black French Coney Double Scarf, 30 inches long, handsomely trimmed with cords and tails, \$5.  
Blended Squirrel Throw Scarfs—51 inches long—silk lined, \$6.98.  
Fox Scarfs, 64 inches long, Isabella and sable, \$5.  
Novelty Mink Scarfs, trimmed with mink heads and tails, \$9.50.  
Genuine Mink Throw Scarfs, 54 inches long, brocade lining, \$17.50. Muff to match, \$25.

Genuine Mink Throw Scarfs, 72 inches long, brocade lining, trimmed with ten mink tails, \$25. Muff to match, \$40.  
Baum Marten Double Scarfs, 2 yards long, trimmed with tails, \$22.50. Muff to match, \$25.  
Black Lynx Shawl Shape Scarf, satin lined, \$35. Muff to match, \$25.  
Genuine Mink Novelty Shape Shawl Cape, 5 stripes, trimmed with heads and tails, 98 inches long; also large pillow Muff to match. Set complete, \$110.  
Genuine Novelty Shape Mink Scarf, \$30.50. Muff, with eight tails, to match, \$45.

## Notions: Toilets: Linings, Etc.

This is a group of all the little things which you'll find on main floor, right aisle. Every one here is a big value.

### Notions.

English Tape, 12 yards to roll, all widths, 50c a roll.  
John J. Clark's Cotton, 2c a spool.  
Silk Featherbone, black and white, 15c quality, 8c a yard.  
Cotton Featherbone, black and white, 10c quality, 5c a yard.  
40 Count Mourning Pins, 8 boxes 5c.  
15c Pearl Buttons, 5c a dozen.  
15c Pearl Buttons, 10c a dozen.

### Ribbons.

5-inch Changeable Ribbons, 20c and 35c quality; special, 10c a yard.  
6 1/2-inch Black, Navy and Champagne Satin Taffeta Ribbon, 30c quality; special, 20c a yard.  
7-inch Dresden Ribbon, 65c quality, 45c (just a few pieces).  
5-inch 30c Dresden Ribbon, all-silk; Monday, 20c a yard.

### Linings.

12 1-2c Gray Silica Lining, 0 3-4c.  
25c and 35c Neatly and Taffeta Linings, in all colors; special, 12 1-2c a yard.  
12 1/2c Black Near Silk Linings, 0 3-4c.  
40c Satteens, in all colors, 19c. (No blacks.)

### Leather Goods.

A big lot of Patent Leather and Seal Bags, in all shades; the regular 70c ones for 50c each.  
A lot of Envelope Shape and Carriage Bags, in all colors, \$1 each.  
The New Gold Belts, in all sizes, for 25c and 50c.  
Children's Red and Black Patent Leather Belts, the extra sizes, 10c.  
Craddock's Medicated Blue Soap, 5 1-2c a cake.  
Camille Freres Violet Rice Powder, 7c a package.  
Baileys' Violet and Heliotrope Talcum Powder, 10c quality, 5c a box.  
Armour's Heatherbell Soap, 10c a box.  
Brown's Violet Cold Cream and Camphor Ice, 10c a jar.

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## New Store's Popular Prices For Woolen Underwear.

We call particular attention to the woolen kinds now as it is their period, but to those who wear only cotton there are some big bargains here.

Women's 50c Nonshrinkable Wool Vests and Pants in all sizes, 37 1-2c a garment.  
Women's \$1 Wool Ribbed Vests and Pants, the famous Axford cut, for 40c a garment.  
Helvetia Wool Ribbed Vests and Pants, natural or white, 75c a garment.  
Women's Natural All-wool Vests and Pants, extra quality, sizes to 44, for \$1 a garment.  
Boys' Heavy Fleece Vests and Drawers, neatly trimmed, 25c—sizes to 34.

Women's 25c Heavy Fleece Ribbed Vests and Pants, in all sizes to 6, for 19c a garment.  
Women's Fleece Ribbed Vests and Pants in all sizes; special for Monday, 12 1-2c a garment.

## Ladies' Home Journal Patterns

These patterns sprung into full-fledged popularity almost in a night. Every woman wanted a paper pattern she could depend on, and not pay two or three prices for it. The Home Journal Patterns filled the bill. Any for 10c and 15c.

## Curtains for Every Want.

Whether it is the simple cottage curtain or the handsomest hand-made work. For Monday we have some especial bargains; lots in which we overbought. Two dollars will do the work of three or four. Let our curtain chief give the benefit of his experience. It costs you nothing.

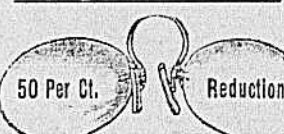
Irish Point Lace Curtains, all hand work, wide, effective borders; \$5.50 value, \$3.98 a pair.  
Plain Net Curtains, with round lace motifs and border, \$1.45, \$1.75 and \$3.50 a pair.  
Cable Net Curtains, in Irish Point and Renaissance designs, 3 1/2 yards long; value \$3.50, for \$2.50 a pair.  
Heavy Venetian Lace Curtains, 2 1/2 yards long, 60 inches wide; \$2.25 value, for \$1.70 a pair.  
Ruffin Muslin Curtains, \$1.25 value, 70c a pair.  
Satin Derby Portieres, in solid colors, that sold for \$15, are \$8.50 a pair.  
Tapestry Portieres, in solid color and two-tone effects, that sold for \$7.50, for \$3.09 a pair.  
Bagdad and Oriental Stripe Portieres, worth \$5, for \$3.50 a pair.  
Lace Bed Sets, in real renaissance centers, with bolster piece to match; value \$6.50 to \$50, prices \$3.98 to \$35.  
Couch Covers, in Oriental and Bagdad stripes, 95c and \$1.50 each.  
Tapestry for furniture covering, 50 inches wide; \$1.50 value, \$1 a yard.  
Sham Bolster Rolls, pink, blue and white, \$1.50 each.  
Tops Portieres, all styles and colors, 95c to \$7.50.  
Fancy Wood Grill, in solid oak, 29c to 60c a foot.  
6-4 Mercerized Table Cover, solid color and two-tone; value \$2.50, Monday \$1 each.  
15c Satteen, in floral designs, suitable for covering comforters, 6 1-2c a yard.  
35c Figured Burial, 36 inches wide, suitable for drapery or box covering, 15c a yard.  
25c Brass Curtain Rods, with fixtures complete, 10c each.  
10c Brass Sash Rods, 5c each.  
10c Pole Sockets, 5c a pair.

## Brussels Carpet, 50c a Yard.

From this price up to the finest Royal Wiltons and Axminsters you will find the same values in all. Come and examine the largest stock of carpets, Rugs and Druggets in one of the finest and largest carpet stores in the country.

50c a yard for Tapestry Brussels Carpets, usual 75c grade.  
75c a yard for Velvet Carpets, room, hall and stair patterns; usual \$1 grade.  
\$1 a yard for Smith Axminster Carpets, some with borders; usual \$1.25 grades.  
Moravian Smyrna Rugs, 9x12 feet, \$11.50.  
Moravian Smyrna Rugs, 2x3 yards, \$6.50.  
All Wool Smyrna Druggets, 9x12 feet, usual \$20 grades, for \$10.75.  
Brussels Druggets, 9x12 feet; usual \$13 grades, \$15.  
Brussels Druggets, 9x12 feet; usual \$15 kind, \$14.50.  
Axminster Druggets, 9x12 feet, \$22.50 to \$40.  
Wilton Druggets, best grade, 9x12 feet, \$32.50 to \$50.

## A Special Offer.



In Solid Gold Spectacles and Eye-Glasses, 50 per cent. Reduction on Monday. These beautiful guaranteed Solid Gold Frames and Mountings, including lenses of first quality, ground according to prescription after a careful examination by our optician, who is an expert, at just one-half the regular price—\$3.50, instead of \$7.

Our \$2 Glasses include a frame of the finest quality gold filled, guaranteed not to tarnish or blacken the skin. It includes a pair of first quality flawless periscopic lenses.  
We also have a lot of Nickel Rimless Eye-glasses, which sell usually for 50c and \$1, for 25c and 50c a pair on Monday.

## Boys' Clothing Store on Second Floor

has been much enlarged. Here are some of the reasons for fitting out your boy at Cohen's:

Boys' Double Breasted Russian and Buster Brown Suits of cassimere, cloth and English tweeds, in solid colors and fancy mixtures, hand-made, tailored and guaranteed to fit; this lot for \$1.08 and \$2.48.  
Boys' Double Breasted Suits, all wool, nobby designs, perfectly tailored, with double knee and double seat; all reinforced and lined lined; \$7.50 value, special for \$4.48, sizes to 16 years.  
Boys' Norfolk Suits, with bicorne trousers, in the newest patterns, guaranteed all wool; \$5.98 value, for \$3.98; sizes to 15 years.  
Boys' 25c Navy Mixed Cheviot Trousers, 22c.  
Boys' Oxford Melton Full Length Overcoats, \$2.50 value, \$1.48.  
Overcoats of Fancy Mixed Cheviot, three-quarter full length, with half belt; a \$5 value, \$3.30.

## A Splendid Lot of Infants' Wraps.

The larger infants' store seems to be appreciated, judging from the business we are doing. We just received a new lot of cloth cloaks, all in the latest styles.

Children's All Wool Cloth Cloaks, sizes to 6 years, deep circular cape, trimmed with medallions; all colors, \$2.48.

Stylish Figured Mannish Cloth Cloaks, various mixtures and styles, 83.  
Handsome Military Cloaks, that usually sell for \$8, Monday's price \$5.

Broadtail Velvet and Bearskin Cloaks, all wanted colors, for \$2.08 and 85.  
Dainty White Bonnets, combination of silk, bearskin, velvet and lace, \$1.08 to 85.

Table full of White Silk Caps, various styles, full ruche or flat effect, each, 25c.

Pretty Velvet Caps, silk lined, all colors, 50c up to \$1 value.

Lot of Children's Mittens, all colors, will be sold Monday for 10c a pair.

## Lukey's "Elite" Buckle and Waist Former

is just the thing; it fills a long-felt want.

Let the demonstrator show you its great advantages. Prices from 85c up; black, oxidized, sterling silver and 22-karat gold plate.

## Basement's Monday Specials.

There is the biggest sort of advantage in the short lengths of Flannel-ettes, Percales, etc. The shrewd shopper cares not that there are only a few yards in a piece if she needs that much and can save 30 to 50 per cent. See these sample values:

4,200 yards of Black Calicoes, with neat figures and stripes of white, the 6 1-2c grade, for 4 3-4c.

10c Figured Cretonnes for curtains, draperies, etc., are 0 3-4c.  
The best 10c Plaid and Checked Dress Gingham are 7 3-4c.  
The best 10c 9c Fine Brown Cotton for 7 1-2c.  
10 1-2c Dark Plaid and Checked Outings, 3 3-4c.  
Navy Blue, Turkey Red and Gray Calicoes, all neat and desirable printings, for 4 3-4c.

## You Can Fill All Your Bedding Wants Here Now At a Big Advantage.

12-4 Extra Fine Heavy Deep Fleece California White Wool Blankets, the usual price of which is \$12.50. Special for Monday's selling, \$9.50.

11-4 Blankets, instead of \$8, are \$5.75.  
12-50 Blankets, full 11-4 size, \$4.  
10-4 and 11-4 White Wool Blankets, the \$1 and \$1.50 ones; choice, \$3.  
Extra Heavy Double Fleece 12-4 Australian Blankets, instead of \$2.25, for \$1.50.  
11-4 White and Gray Heavy Fleece Elder-down Blankets, \$1.  
10-4 Lambkin Blankets, 75c.  
Single Bed Lambkin Blankets, 25c.  
Crib Blankets in all sizes and grades; the price starts at 50c.  
\$5 Elderdown Comforts, made from the best imported satteens, fancy figured on both sides, \$7.75.  
Usual \$6.50 Comforts, full and fluffy, \$5.  
Handsome Silk Covered Down Comforts, \$9.75.  
Silk Covered, Wool Filled Comforts, warm as blankets, \$6.  
8c Domet Flannel, heavy fleece, 4 3-4c.  
Double-face Teazeldown Flannel, in all the solid colors, 7 1-2c.  
5,000 yards of 4-4 Bleached Cambrics, Cottons and Long Cloths, the 12 1-2c grades, in lengths of 10 yards; your pick, 7 1-2c a yard.  
8 1-2c Heavy Fleece Canton Flannel, 5c.  
These are only a small part of the many price helps here.

## Houseware As Coh n Sells It.

Hundreds of suggestions here for presents as well as for your own home use. These prices are squeezed down as low as the least expense can give.

\$7.45—100-piece American Dinner Sets, beautifully decorated in gold.  
\$5.50—10-piece Floral Decorated Toilet Sets, made to sell for \$5.  
30c for 75c Jardinere and Pedestal.  
\$1.40—Gillyray Curtain Stretchers, with easels.  
5c—Perforated Chair Seats.  
10c—Folding Lunch Boxes.  
\$1.50—Japanned Oak Coal Vases.  
10c each—Heavy Tin Cake Moulds.  
20c—10-quart First Quality Gray Stone Dish Pans.  
85c—2-quart Steel Enamelled Coffee Pots.  
55c—3-quart Blue and White Enamelled Coffee Pots.  
20c for 30c Steel Fry Pans.  
95c—Japanned Tin Toilet Sets.  
8c each—Dust Pans.  
8c each—Rotary Sifters.  
8c each—3-inch Pie Plates.  
25c—17-quart Tin Ham Boilers.  
10c each—Nickel Tooth Brush Holders.  
10c—Towel Racks, nickel-plated on copper.  
60c a dozen—Nickel Silver Tea Spoons; Table Spoons to match, 75c.  
60c a set—Steel Dinner Knives and Forks, with cocoa wood handles.